

Appendix F: Export Basics: Additional Resources

There are many more resources on the Web to help new and experienced exporters understand the basics as well as the finer points of exporting.

On-line Export Guides

- **A Basic Guide to Exporting** - <http://www.unzco.com/basicguide/toc.html> – From the U.S. Department of Commerce. This publication outlines developing a market plan, technical issues and conducting business abroad.
- **Tools of the Trade: Export Basics Webcast Seminar** - <http://www.globalspeak.com/html/export-gov/ExportBasics.html> - Free interactive training via a "click and easy" video interface gives you complete control. Learn the step-by-step process of how your company can enter rapidly growing international marketplaces.
- **Guide to Exporting** - <http://www.sba.gov/oit/info/Guide-To-Exporting/index.html> - Small Business Administration, Office of International Trade.
- **Idaho Exporters Guide (.pdf)** - <http://www.idoc.state.id.us/business/intl/pdfs/exguide.pdf> - Idaho Department of Commerce.

On-line Export Guides Especially for Food and Agriculture Companies

- **Basics of Exporting** - <http://www.susta.org/export/index.html> - Guidebook by SUSTA (Southern United States Trade Association).
- **Export 101** - http://www.foodexportusa.org/why_export/export_101.htm - Guidebook by FoodExportUSA Northeast.
- **A Guide to Exporting Solid Wood Products (.pdf)** - <http://www.fas.usda.gov/ffpd/Export-Guidebook/WoodGuide.pdf> - USDA-FAS.
- **A Guide to Exporting Fishery Products (.pdf)** - <http://www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf> - USDA-FAS.

Counseling, Training and Personal Assistance

- **Trade Assistance and Promotion Office (TAPO)** – The first point of contact with the FAS. TAPO provides exporters of U.S. food, farm and forest products with (1) guidance, referrals, and access to foreign market information and (2) assistance in getting information on export-related programs managed by the U.S. Department of Agriculture and other Federal agencies; and (3) contact point for minority and small businesses seeking assistance in exporting food, farm and forest products. Tel: (202) 720-7420. Fax: (202) 690-2489. E-mail: TAPO@fas.usda.gov.
- **Contact Database** - <http://www.fas.usda.gov/scripts/agexport/TradeAssistQuery.asp> - USDA-FAS Contact Database includes local resources for Export Readiness Training.

- **Export Readiness Consultations – WUSATA -**
<http://www.wusata.org/services/export/index.html> - Designed to benefit both novice and veteran exporters, the Export Readiness Program offers companies the opportunity to receive individual assistance with their most challenging export issues. Tailored to the individual company's needs, these 2-hour sessions provide participants with expert advice from an industry consultant who has over 20 years of experience in pioneering foreign market development. WUSATA member states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.
- **Export Helpline – FoodExport USA -**
<http://www.foodexportusa.org/services/helpline.htm> - Personalized, customized export assistance including company export readiness. After registering for the service, you'll speak with an industry expert who'll first listen to your exact circumstances. Then, he'll put his more than 20 years of international trade and counseling experience to work for you. There are no canned answers, only insightful advice specifically for your company. FoodExport USA member states: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.
- **Export Helpline – MIATCO -** http://miatco.org/us_food/export101/index.htm - Personalized, customized export assistance including company export readiness. After registering for the service, you'll speak with an industry expert who'll first listen to your exact circumstances. Then, he'll put his more than 20 years of international trade and counseling experience to work for you. There are no canned answers, only insightful advice specifically for your company. MIATCO member states: Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.
- **Exporter Information Sessions – SUSTA -**
<http://www.susta.org/services/outreach03.html> - At the workshop, companies will learn to effectively use SUSTA funding for international marketing exposure, find out how to sign-up for one-on-one meetings with foreign buyers, and hear about free resources available to new exporters. SUSTA member states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, West Virginia.